



METROPOLITAN
TRANSPORTATION
COMMISSION

Agenda Item 11

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Memorandum

TO: Elderly & Disabled Advisory Committee DATE: April 24, 2008
FR: Jay Stagi, MTC Staff
RE: Transit Connectivity Plan Update: Regional Signage Review

The Transit Connectivity Plan adopted by the Commission in April 2006 recommended a series of improvements to transit connections at 21 transit hubs and three major airports. Staff is currently focusing on three recommendations from the plan that include:

1. Improve wayfinding signage so that it is easier to locate a transit hub from the street, navigate the hub once inside and find connecting transit service information and stops;
2. Provide real-time transit information in transit hubs; and
3. Improve printed transit information displays located in transit hubs.

Staff at MTC and its transit agency partners are in the process of developing Regional Transit Hub Signage Technical Standards that would create universal standards for the three above areas.

Regional Transit Hub Signage Technical Standards

The Standards, currently in draft form, were tested as preliminary sign concepts in Fall 2007. Using focus groups consisting of transit operator and MTC staff and members of EDAC, the recommended signage types were placed in and around the Embarcadero BART station and reviewed by the focus group participants. In addition to the focus groups, the Standards have been reviewed by transit operator representatives and MTC's Operations Committee.

The Standards include:

- 1) The creation of four sign types:
 - Wayfinding kiosk – a freestanding, street-level, double-sided kiosk that contains maps with transit stop, route and local destination information;
 - Directional signage – signs that use operator logos, icons and arrows to direct riders to transit connections and station entrances/exits;
 - Transit information displays – a grouping of standard-sized information cases that contains a station map, a transit stop map, a transit route map and transit schedule/fare information;
 - Real time displays – video displays that provide the next several departures for all transit vehicles serving the hub.
- 2) A common “look” and “feel” for the signage, with distinctive colors and formats.
- 3) An emphasis on icons and logos to convey messages.
- 4) A focus on providing information to assist transit users in connecting between the various transit services available at each of the hubs.
- 5) Transit/Real-Time Transit Information and TransLink[®], as appropriate.

Accessibility Audit

The Final Draft Standards will undergo an accessibility audit in May. The audit will analyze color, layout, font size, and the impact of height/distance relative to ADA requirements.

Staff would appreciate any insights and comments EDAC members could provide to make sure the audit is as productive as possible. At the May 1st EDAC meeting, MTC staff will provide a project status update, standards signage review, and answer questions about this effort.